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(formerly 19608-000220US)

**AMENDMENT TO THE CLAIMS**

Please amend *EXISTING* claims 1 - 5, 11 - 15, 30 - 33, and 40. Please cancel claims 20 - 24, 29, 38 and 39. Please add claims 42 - 66:

We Claim:

1. (Currently amended) An apparatus ~~for analyzing information in at least one source database, said apparatus~~ comprising:
- a memory,
  - a bus,
  - a processor, coupled to ~~said~~ the memory by ~~said~~ the bus, ~~said~~ the processor operatively disposed to:
    - receiving a definition of a reverse star schema meta-model;
    - receiving a definition of at least one of a plurality of customer profile group groups;
    - generating a data warehouse populated with information from a source database in accordance with the reverse star schema meta-model;
    - receiving input indicating at least one quantity of interest in the information;
    - receiving a definition for a data model;
    - dynamically creating at least one generated database with information from the data warehouse based upon the data model, the customer profile group and configured to the quantity of interest, ~~further comprising:~~
      - ~~creating at least one first dimension table based upon the data schema and the quantity of interest; and~~
      - ~~creating at least one fact table based upon the data schema and the quantity of interest and the information; and~~
    - displaying at least a portion of the dynamically generated database.
2. (Currently amended) The apparatus of claim 1 wherein the processor is further operatively disposed to:
- generating a customer profile report and wherein the information comprises business performance measures, ~~and wherein:~~
  - creating at least one first dimension table, ~~further including:~~ comprises:
    - creating a customer profile hierarchy; and
    - creating at least one fact table, including: ~~further comprises:~~

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aggregating ~~said~~ business performance measures according to ~~said~~ the customer profile hierarchy.

3. (Currently amended) The apparatus of claim 1, wherein the information comprises business performance measures, and wherein the processor is further operatively disposed to:

generating an operation report, ~~and wherein the information comprises business performance measures, and wherein:~~ ;

creating at least one fact table, including: ~~further comprises:~~

aggregating ~~said~~ the business performance measures; and

filtering ~~said~~ the customer profiles.

4. (Currently amended) The apparatus of claim 1, wherein the information comprises customer records, and wherein the processor is further operatively disposed to:

generating a customer behavior report, ~~and wherein the information comprises customer records, and wherein:~~ ;

creating at least one first dimension table, further including: ~~comprises:~~

creating at least one ~~of a plurality of~~ customer profiling dimension-dimensions

based upon the at least one ~~of a plurality of~~ customer profile group

groups received; and

creating at least one fact table, including: ~~further comprises:~~

aggregating customer records based on ~~said~~ at least one ~~of a plurality of~~ customer profiling dimension-dimensions.

5. (Currently amended) The apparatus of claim 1, wherein the processor is further operatively disposed to:

creating a list of customers for each ~~one of the plurality of~~ customer profile group groups;

creating at least one intermediary data structure to manage ~~a~~ the list of customers; and

creating customer classification components in ~~a~~ the meta-model for each customer profile group.

6. (Previously amended) The apparatus of claim 1 wherein the information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

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7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Currently amended) An apparatus ~~for analyzing information in at least one database,~~  
~~said apparatus~~ comprising:

a memory,

a bus,

a processor, coupled to ~~said the~~ memory by ~~said the~~ bus, ~~said the~~ processor operatively  
disposed to:

receiving a definition of a reverse star schema meta-model;

receiving a definition of at least one of a plurality of customer profile group groups;

creating a list of customers for each ~~one of the plurality of~~ customer profile group groups;

creating customer classification components in a the meta-model for each customer  
profile group;

generating a data warehouse populated with information from a source database and in  
accordance with the reverse star schema meta-model;

receiving input indicating at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data model and the  
quantity of interest, further comprising:

creating at least one first dimension table based upon the data ~~schema~~ model and  
the quantity of interest; and

creating at least one fact table based upon the data ~~schema~~ model, the quantity of  
interest and the information; and

displaying the dynamically generated database.

12. (Currently amended) The apparatus of claim 11 wherein the processor is further  
operatively disposed to:

generating a customer profile report and wherein the information comprises business

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performance measures, ~~and wherein;~~  
creating at least one first dimension table, ~~further including; comprises;~~  
creating a customer profile hierarchy; and  
creating at least one fact table, ~~including; further comprises;~~  
aggregating said business performance measures according to said the customer  
profile hierarchy.

13. (Currently amended) The apparatus of claim 11, wherein the information comprises  
business performance measures, and wherein the processor is further operatively disposed to:  
generating an operation report, ~~and wherein the information comprises business~~  
~~performance measures, and wherein;~~  
creating at least one fact table, ~~including; further comprises;~~  
aggregating said the business performance measures; and  
filtering said the customer profiles.

14. (Currently amended) The apparatus of claim 11, wherein the information comprises  
customer records, and wherein the processor is further operatively disposed to:  
generating a customer behavior report, ~~and wherein the information comprises customer~~  
~~records, and wherein;~~  
creating at least one first dimension table, ~~further including; comprises;~~  
creating at least one ~~of a plurality of~~ customer profiling dimension-dimensions  
based upon the at least one ~~of a plurality of~~ customer profile group  
groups received; and  
creating at least one fact table, ~~including; further comprises;~~  
aggregating customer records based on said at least one ~~of a plurality of~~ customer  
profiling dimension-dimensions.

15. (Currently amended) The apparatus of claim 11 wherein said the information  
comprises at least one of telecommunications information, financial information, retail marketing  
information, insurance information, and health care information.

16. (Cancelled)

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17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Cancelled)

30. (Currently amended) An apparatus for analyzing information from a database, ~~said~~  
database organized according to a first data model, the said apparatus comprising:

a memory,

a bus,

a processor, coupled to ~~said~~ the memory by ~~said~~ the bus, ~~said~~ the processor operatively  
disposed to:

defining based upon a virtual data model having a reverse star schema organization, a  
data warehouse;

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receiving as input a definition of a second data model;  
creating a first mapping from ~~said~~ the first data model to ~~said~~ the data warehouse;  
creating a second mapping from ~~said~~ the data warehouse to ~~said~~ the second data model;  
analyzing information based upon ~~said~~ the second data model, using the first mapping  
and the second mapping.

31. (Currently amended) The apparatus of claim 30 wherein ~~said~~ the virtual data model  
comprises an identity centric data organization.

32. (Currently amended) The apparatus of claim 31 wherein ~~said~~ the identity is a  
customer identity.

33. (Currently amended) The apparatus of claim 30 wherein ~~said~~ the information  
comprises at least one of telecommunications information, financial information, retail marketing  
information, insurance information, and health care information.

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Cancelled)

39. (Cancelled)

40. (Currently amended) The apparatus of claim 1 ~~38~~, wherein the processor is further  
operatively disposed to:

receiving a selection of a targeted customer segment of interest as the quantity of interest;  
generating at least one ~~of a plurality of~~ targeted customer segment table ~~tables~~ based upon  
the dynamically generated database; and  
providing the targeted customer segment table ~~tables~~ to external applications.

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41. (Previously added) The apparatus of claim 1, wherein the dynamically generating a database further comprises:

receiving an input from an on-line application processor (OLAP);  
transforming the input into a database query based upon the data model; and  
providing information in response to the database query.

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42. (New) An apparatus comprising:

means for receiving a first schema database;  
means for receiving a virtual data model definition having a reverse star schema organization;  
means for determining a second schema from the virtual data model;  
means for mapping information from the first schema database to a second schema database organized according to the second schema.

43. (New) The apparatus of claim 42 wherein the first schema comprises a star schema.

44. (New) The apparatus of claim 42 wherein the virtual data model comprises an identity centric data organization.

45. (New) The apparatus of claim 44 wherein the identity is a customer identity.

46. (New) The apparatus of claim 42 wherein information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

47. (New) A method, comprising:

receiving a definition of a reverse star schema meta-model;  
receiving a definition of a customer profile group;  
generating a data warehouse populated with information from a source database in accordance with the reverse star schema meta-model;  
receiving input indicating a quantity of interest in the information;  
receiving a definition for a data model;

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dynamically creating a database from information in the data warehouse based upon the data model, customer profile group and configured to the quantity of interest; and

• displaying at least a portion of the dynamically generated database.

48. (New) The method of claim 47, further comprising:

generating a customer profile report and wherein the information comprises business performance measures;

creating at least one first dimension table, including:

creating a customer profile hierarchy; and

creating at least one fact table, including:

aggregating business performance measures according to the customer profile hierarchy.

49. (New) The method of claim 47, wherein the information comprises business

performance measures, the method further comprising:

generating an operation report;

creating at least one fact table, including:

aggregating the business performance measures; and

filtering the customer profiles.

50. (New) The method of claim 47, wherein the information comprises customer records,

the method further comprising:

generating a customer behavior report;

creating at least one first dimension table, including:

creating at least one customer profiling dimension based upon the at least one customer profile group received; and

creating at least one fact table, including:

aggregating customer records based on at least one customer profiling dimension.

51. (New) The method of claim 47 wherein information comprises at least one of

telecommunications information, financial information, retail marketing information, insurance information, and health care information.



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52. (New) A method comprising:  
receiving a first schema database;  
receiving a virtual data model definition having a reverse star schema organization;  
determining a second schema from the virtual data model;  
mapping information from the first schema database to a second schema database  
organized according to the second schema.

53. (New) The method of claim 52 wherein the first schema comprises a star schema.

54. (New) The method of claim 52 wherein the virtual data model comprises an identity  
centric data organization.

55. (New) A method for analyzing information in a database organized according to a  
first data model, the method comprising:

defining based upon a virtual data model having a reverse star schema organization, a  
data warehouse;  
receiving as input a definition of a second data model;  
creating a first mapping from the first data model to the data warehouse;  
creating a second mapping from the data warehouse to the second data model;  
analyzing information based upon the second data model, the first mapping and the  
second mapping.

56. (New) The method of claim 55 wherein the virtual data model comprises an identity  
centric data organization.

57. (New) A computer readable medium, comprising:  
instructions for causing one or more processors to receive a definition of a reverse star  
schema meta-model;  
instructions for causing one or more processors to receive a definition of a customer  
profile group;  
instructions for causing one or more processors to generate a data warehouse populated  
with information from a source database in accordance with the reverse star  
schema meta-model;

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instructions for causing one or more processors to receive input indicating a quantity of interest in the information;  
instructions for causing one or more processors to receive a definition for a data model;  
instructions for causing one or more processors to dynamically create a database from information in the data warehouse based upon the data model, customer profile group and configured to the quantity of interest; and  
instructions for causing one or more processors to display at least a portion of the dynamically generated database.

58. (New) The computer readable medium of claim 57, further comprising:  
instructions for causing one or more processors to generate a customer profile report and wherein the information comprises business performance measures;  
instructions for causing one or more processors to create at least one first dimension table, including:  
instructions for causing one or more processors to create a customer profile hierarchy; and  
instructions for causing one or more processors to create at least one fact table, including:  
instructions for causing one or more processors to aggregate business performance measures according to the customer profile hierarchy.

59. (New) The computer readable medium of claim 57, wherein the information comprises business performance measures, the computer readable medium further comprising:  
instructions for causing one or more processors to generate an operation report;  
instructions for causing one or more processors to create at least one fact table, including:  
instructions for causing one or more processors to aggregate the business performance measures; and  
instructions for causing one or more processors to filter the customer profiles.

60. (New) The computer readable medium of claim 57, wherein the information comprises customer records, the computer readable medium further comprising:  
instructions for causing one or more processors to generating a customer behavior report;  
instructions for causing one or more processors to creating at least one first dimension table, including:

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instructions for causing one or more processors to creating at least one customer profiling dimension based upon the at least one customer profile group received; and  
instructions for causing one or more processors to creating at least one fact table, including:  
instructions for causing one or more processors to aggregating customer records based on at least one customer profiling dimension.

61. (New) The computer readable medium of claim 57 wherein information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

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62. (New) A computer readable medium, comprising:  
instructions for causing one or more processors to receive a first schema database;  
instructions for causing one or more processors to receive a virtual data model definition having a reverse star schema organization;  
instructions for causing one or more processors to determine a second schema from the virtual data model;  
instructions for causing one or more processors to map information from the first schema database to a second schema database organized according to the second schema.

63. (New) The method of claim 62 wherein the first schema database comprises a star schema.

64. (New) The computer readable medium of claim 62 wherein the virtual data model comprises an identity centric data organization.

65. (New) A computer readable medium, comprising:  
instructions for causing one or more processors to receive a database organized according to a first data model;  
instructions for causing one or more processors to define based upon a virtual data model having a reverse star schema organization, a data warehouse;  
instructions for causing one or more processors to receive as input a definition of a second data model;

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instructions for causing one or more processors to create a first mapping from the first data model to the data warehouse;  
instructions for causing one or more processors to create a second mapping from the data warehouse to the second data model; and  
instructions for causing one or more processors to analyze information based upon the second data model, the first mapping and the second mapping.

66. (New) The computer readable medium of claim 65 wherein the virtual data model comprises an identity centric data organization.